

Managing change and leadership

This new half day workshop for senior marketing and business development managers enables them to explore the change management challenges in their firm and get to grips with a number of tools that will help them lead effective change.

Advanced
level

This session qualifies for 3.5 hours CPD

Topics covered

- **Why is change so difficult?**
 - Cultural issues and the professions
 - Common barriers
- **Breaking out of the comfort zone - Supporting individual change**
 - Changing yourself
 - Changing others
 - o Understanding personalities, attitudes and resistance
 - o The role of coaching
- **Breaking out of complacency - Supporting organisational change**
 - Creating the need for change
 - Visioning
 - Motivation
 - Planning for effective change
 - o Incremental and fundamental approaches
 - o Using training, coaching and performance management
 - o Aligning recognition and reward systems
 - Leading change
 - o People centred implementation
 - o Managing conflict and communication
 - o Creating a learning organisation
 - o The task, team and individual model
- **10 tips to help your change management programme**
- **Developing your leadership potential**

Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 5,000 marketers in professional services firms.



Further information can be obtained at www.pmforum.co.uk or by calling 020 7786 9786.

Tuesday 3 July 2012

This half-day workshop takes place from 9.00 to 12.30 starting with a light breakfast.

To facilitate interaction, the workshop is restricted to 18 attendees.

Trainer

Kim Tasso is an independent consultant with over 20 years' experience of strategic planning, marketing, business development, selling and client management in the professions. Her career started in sales and marketing in the technology sector. After senior in-house roles at Deloitte and



Nabarro she started her consultancy in 1994 and has since worked for over 300 firms in legal, accountancy and surveying including: BNP Paribas Real Estate, Colliers CRE, haysmacintyre, Grant Thornton, Hempsons, Keating Chambers, Olswang, Mayer Brown, sjberwin, Royds, Stiles Harold Williams, Thomson Snell & Passmore and Weil Gotshal.

She has an honours degree in psychology and is an NLP Practitioner. She has post graduate diplomas in marketing and professional coach/mentoring and an MBA. As a freelance journalist she has had many articles published in marketing, banking, property and legal magazines. *Dynamic Practice Development – Selling Skills and Techniques for the Professions* was published in 2000. She co-wrote *Media relations for property* in 2006 and in 2009 her management book *Growing your property partnership – Plans, people and promotion* was published. She is a frequent lecturer at commercial conferences and was formerly a lecturer on post graduate CIM diploma courses.

Further information at www.kimtasso.com.

For more information on other training workshop visit www.pmforum.co.uk/training

Fees

First attendee	£195 + VAT
Second attendee	£185 + VAT
All subsequent attendees	£175 + VAT

These prices are only for attendees booked concurrently.

No booking can be confirmed without payment.

The fee includes: continental breakfast • mid-morning tea/coffee
• folder of workshop material

Cancellations/Substitutions

Due to the restricted number of places, refundable cancellations are only accepted up to one month prior to the event (a cancellation fee of £25 + VAT will be incurred per person).

Substitutions, however, can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

Venue

Grant Thornton House
22 Melton Street
Euston Square
London
NW1 2EP

Booking details

Copy the booking form below for any more than three attendees.

For further information contact:

PM Forum
422 Salisbury House
London Wall
London EC2M 5QQ
Tel: 020 7786 9786
Fax: 020 7786 9799
training@pmint.co.uk
www.pmforum.co.uk

Managing change and leadership - 3 July 2012

Name	Name	Name
Position	Position	Position

Firm Type of firm

Address

..... Postcode

Tel Fax E-mail

I enclose a cheque for £..... made payable to *Practice Management International LLP*.

I would like to pay by Visa/Mastercard/Maestro/AmEx (*please circle as appropriate*)

Cardholder name: Amount: £

Card number: Expiry date:

Signed Date

Confirmation of booking will be sent by return along with a VAT receipt

Please return this form to:

PM Forum, 422 Salisbury House, London Wall, London EC2M 5QQ

Tel: 020 7786 9786 Fax: 020 7786 9799 training@pmint.co.uk www.pmforum.co.uk

